

MARKETING COURSE DESCRIPTIONS

Advertising & Public Relations

COURSE DESCRIPTION: Advertising and Public Relations is designed to develop an understanding of concepts and strategies needed to communicate information about products, services, ideas and/or images to achieve a desired outcome.

Entrepreneurship

COURSE DESCRIPTION: The course will include enhanced marketing information as it relates to entrepreneurial activities. Subject matter will include introductory entrepreneurial concepts, business plan development, management responsibilities, and legal and ethical issues of business ownership.

Exploration of Marketing and Management

COURSE DESCRIPTION: This course is designed to introduce and provide an overview of marketing, management, and related employment opportunities. Students will explore important marketing concepts, functions, communication, and interpersonal skills necessary for marketing and management careers.

Financial Services Marketing

COURSE DESCRIPTION: The course will include basic marketing concepts relevant to the finance industry. Subject matter will include financial services marketing, banking and investment services, operations, mathematical calculations, credit and collections, business financing, and insurance and risks.

Hospitality Management

COURSE DESCRIPTION: This course is a study of the various components of the hospitality management industry. Subject matter will include technical and operational skills, and interpersonal skills.

Market Research & Analysis

COURSE DESCRIPTION: Marketing Information Management is a course of study that focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies

Marketing and Management Principles I

COURSE DESCRIPTION: A study of marketing concepts and principles and their practical application. Students will examine risks and challenges marketers face to establish a competitive edge. Subject matter includes economics, marketing foundations/functions with emphasis on selling, promotion, product/service management, pricing and distribution. In addition, this course will explore human resource and leadership development

Marketing and Management II - Advanced Strategies

COURSE DESCRIPTION: This course is a study of marketing concepts and principles used in management. Students will examine challenges, responsibilities and risks managers face in today's workplace. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development.

Organizational Leadership

COURSE DESCRIPTION: This course involves studying the role of organizations in the community as well as skill needed to run an effective organization. Areas of study include leadership styles, interpersonal skills, communication skills and the integration of other subject matter.

Retail Operations

COURSE DESCRIPTION: This course will include the various components of the retail trade. The subject matter will include marketing concepts, economic concepts, information management, finance and risk management, distribution and inventory, buying and pricing, promotion, selling, customer service, retail careers, integration with academic subject matter, the vocational student organization and the cooperative work experience. In this course, the student will learn that retailing is a significant and vital component to the United States economy and is quickly becoming an integral part of the global economy. Throughout the course the student will be made aware of the importance of retailing in its various forms as the final step in getting products and services to consumers in the market place. This course may be specialized to a specific area such as fashion retailing.

Sales Management

COURSE DESCRIPTION: This course is a study of the concepts needed to respond to customer wants and needs through planned personalized communication that influences purchase decisions, ensures satisfaction, and enhances future business opportunities. Subject matter will include selling strategies, psychological and social factors influencing buying and selling, career opportunities, and technological integration in selling.

Services Marketing

COURSE DESCRIPTION: This course will include the various components of marketing as they apply to a variety of personal and business services. Forecasts for the twenty-first century indicate that personal and business services will be one of the fastest growing occupational areas.

Sports and Entertainment Marketing

Sports and entertainment marketing will include a specialized marketing course which is designed for students to develop skills in the areas of facility design, merchandising, advertising, public relations/publicity, event marketing, sponsoring, ticket distribution, and career opportunities as they relate to the sports and entertainment industry.

Technical Marketing

COURSE DESCRIPTION: This is a specialized marketing course which is designed to allow students to explore the facets of technology in the field of marketing. The course includes an overview of the various technological advances and the role of technology within the field of marketing.

Travel and Tourism

COURSE DESCRIPTION: This course is a study of the various components of the travel and tourism industry. Subject matter will include human relations and communication, economics, career paths, marketing strategies, business operations and organizational and leadership skills.

Wholesale-Logistics Operations

COURSE DESCRIPTION: The student will learn the various components of the wholesale-logistics industry. Subject matter will include types of wholesale-logistic operators, services provided, functions, relationship to marketing, careers, and leadership skills, and academic integration.

Virtual Enterprise International

(VE) is a simulated business environment. The VE students will be involved in actual on the job work experiences, including accounting, personnel administration, management and marketing. The only difference between the VE and an actual business is that no material goods are produced or legal tender exchanged. However, services will be provided. Working in a team, the student will develop and enhance oral and written communication skills through initiative, responsibility, and creativity.

The VE experience will weave together several academic disciplines and occupational subjects, thereby overcoming fragmentation of subjects. The course will link learning to application and real life experiences. The goal is to create a learning environment that, through a series of activities, integrates school and workplace to enhance learning. Laboratory facilities and experiences simulate those found in business and industry.